

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	TERMINATION AND RELEASE

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Robert Bartner		08/14/2007	INDIVIDUAL:

**RECEIVING PARTY DATA**

Name:	Mr. Felix Dennis
Street Address:	9-11 Kingly Street
City:	London
State/Country:	UNITED KINGDOM
Postal Code:	W1B 5PN
Entity Type:	INDIVIDUAL: UNITED KINGDOM

**PROPERTY NUMBERS Total: 39**

Property Type	Number	Word Mark
Serial Number:	75013180	MAXIM
Serial Number:	75527695	MAXIM TV
Serial Number:	75527831	MAXIM TV
Serial Number:	75898609	MAXIMONLINE.COM
Serial Number:	76020913	MAXIM ONLINE
Serial Number:	76021933	MAXIM
Serial Number:	76057666	MAXIM RADIO
Serial Number:	76057667	MAXIM SPORTS BARS
Serial Number:	76173617	MAXIM BOOKS
Serial Number:	76213757	MAXIM CASINO
Serial Number:	76240814	MAXIM
Serial Number:	76266265	MAXIM
Serial Number:	76341506	MEN
Serial Number:	76348450	MAXIM MAGAZINE

CH \$990.00 75013180

Serial Number:	76468350	MAXIM
Serial Number:	76468369	MAXIM
Serial Number:	76468372	MAXIM
Serial Number:	76550394	MAXIM GOES TO THE MOVIES
Serial Number:	76571868	M
Serial Number:	78214573	MAXIM
Serial Number:	78341754	MAXIM LOUNGE
Serial Number:	78359239	CLUB MAXIM
Serial Number:	78363739	MAXIM HOTEL AND CASINO
Serial Number:	78371631	MAXIM HOTEL
Serial Number:	78409886	MAXIM LIVING
Serial Number:	78452415	MAXIM LIVING
Serial Number:	78493595	MAXIM
Serial Number:	78493596	MAXIM LIVING
Serial Number:	78495780	MAXIM
Serial Number:	78586278	MAXIM
Serial Number:	78586279	MAXIM
Serial Number:	78586294	M
Serial Number:	78587175	M
Serial Number:	78587931	M
Serial Number:	78591364	MAXIM MILLION DOLLAR BABES
Serial Number:	78411700	IT'S BAD - REALLY, REALLY BAD!
Serial Number:	78411698	K-MAXX!
Serial Number:	75304377	THE BEST THING TO HAPPEN TO MEN SINCE WOMEN
Serial Number:	75169774	STUFF

**CORRESPONDENCE DATA**

Fax Number: (212)755-7306  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 212-326-3939  
Email: NYTEF@JONESDAY.COM  
Correspondent Name: JONES DAY  
Address Line 1: 222 EAST 41ST STREET  
Address Line 4: New York, NEW YORK 10017

**DOMESTIC REPRESENTATIVE**

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:	Amy E. Vieta
Signature:	/Amy E. Vieta/
Date:	08/15/2007

**Total Attachments: 6**

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**TERMINATION AND RELEASE OF SECURITY INTEREST  
IN TRADEMARKS**

THIS TERMINATION AND RELEASE OF SECURITY INTEREST IN TRADEMARKS dated as of August 14, 2007 (this "Termination and Release") is made by ROBERT BARTNER (the "Secured Party") in favor of FELIX DENNIS (the "Grantor");

WITNESSETH:

WHEREAS, the Grantor granted to the Secured Party a continuing security interest in the Collateral, including the trademarks and service marks Collateral listed on the attached Schedule 1, under the Security Agreement dated as of February 1, 2001 from the Grantor in favor of the Secured Party (the "Trademark Security Agreement"; capitalized terms used but not otherwise defined herein shall have the meanings ascribed thereto in the Trademark Security Agreement) (the "Security Interest");

WHEREAS, the Security Interest was originally recorded in the Trademark Division of the United States Patent and Trademark Office as of May 5, 2005 at Reel 003093, Frame 0619, with a corrective filing recorded as of June 10, 2005 at Reel 003102, Frame 0189; and

WHEREAS, all of the Grantor's obligations with respect to the Collateral have been satisfied and the Secured Party now desires to terminate and release the entirety of its Security Interest in all of the Collateral;

NOW, THEREFORE, for good and valuable consideration including the satisfaction of all obligations, indebtedness and liabilities secured by the Collateral, the receipt and adequacy of which are hereby acknowledged, and upon the terms set forth in this Termination and Release, the Secured Party does hereby agree as follows:

1. Termination and Release. The Secured Party hereby terminates its Security Interest and releases its entire right, title, and interest in the Collateral, including but not limited

to the Trademarks set forth on the attached Schedule 1.

2. Further Assurances. The Secured Party hereby agrees, at the Grantor's expense, to execute such instruments and to take such other actions as the Grantor may reasonably request to terminate the Secured Party's Security Interest in the Collateral, and otherwise to effectuate the release of the Collateral from the Secured Party's Security Interest.

3. Governing Law. This Termination and Release shall be governed by and construed and interpreted in accordance with the laws of the State of New York.

*[Remainder of Page Intentionally Left Blank]*

IN WITNESS WHEREOF, the undersigned has executed this Termination and Release as of the date first above written.

Secured Party:

By   
ROBERT BARTNER

Signature Page to Bartner Security Release

TRADEMARK

REEL: 003601 FRAME: 0556

Schedule 1 to

Termination and Release of Security Interest in Trademarks

**US Trade Marks Registered in the Name of Felix Dennis (and Pending US Trade Mark Applications of Felix Dennis)**

Felix Dennis

No.	Serial Number	Registration Number	Mark	Filing Date	Registration Date	International Class
1.	75013180	2,072,696	MAXIM	November 1, 1995	June 17, 1997	16
2.	75527695	2,983,401	MAXIM TV	July 30, 1998	August 9, 2005	38
3.	75527831	2,976,337	MAXIM TV	July 30, 1998	July 26, 2005	41
4.	75898609	2,565,895	MAXIMONLINE.COM	January 20, 2000	April 30, 2002	42
5.	76020913	2,449,110	MAXIM ONLINE	April 7, 2000	May 8, 2001	42
6.	76021933	2,449,119	MAXIM	April 7, 2000	May 8, 2001	42
7.	76057666	2,976,481	MAXIM RADIO	May 26, 2000	July 26, 2005	41
8.	76057667		MAXIM SPORTS BARS	May 26, 2000		42
9.	76173617	2,600,504	MAXIM BOOKS	December 1, 2000	July 30, 2002	16
10.	76213757	3,085,737	MAXIM CASINO	February 20, 2001	April 25, 2006	41
11.	76240814		MAXIM	April 16, 2001		25
12.	76266265	3,261,379	MAXIM	June 4, 2001	July 10, 2007	34

No.	Serial Number	Registration Number	Mark	Filing Date	Registration Date	International Class
13.	76341506		MEN	November 26, 2001		38, 41
14.	76348450	2,976,807	MAXIM MAGAZINE	December 14, 2001	July 26, 2005	3
15.	76468350	3,127,276	MAXIM	November 18, 2002	August 8, 2006	21
16.	76468369		MAXIM	November 18, 2002		5
17.	76468372		MAXIM	November 18, 2002		30
18.	76550394	2,902,970	MAXIM GOES TO THE MOVIES	September 22, 2003	November 16, 2004	16
19.	76571868	2,922,400	M LOGO	January 16, 2004	February 1, 2005	16
20.	78214573		MAXIM	February 13, 2003		5
21.	78341754		MAXIM LOUNGE	December 16, 2003		43
22.	78359239		CLUB MAXIM	January 29, 2004		43
23.	78363739		MAXIM HOTEL AND CASINO	February 6, 2004		41, 43
24.	78371631		MAXIM HOTEL	February 20, 2004		43
25.	78409886	2,988,285	MAXIM LIVING	April 28, 2004	August 23, 2005	24
26.	78452415	3,124,536	MAXIM LIVING	July 18, 2004	August 1, 2006	20
27.	78493595		MAXIM	October 2, 2004		14



No.	Serial Number	Registration Number	Mark	Filing Date	Registration Date	International Class
28.	78493596		MAXIM LIVING	October 2, 2004		14
29.	78495780		MAXIM	October 6, 2004		15
30.	78586278		MAXIM	March 14, 2005		28
31.	78586279	3,228,647	MAXIM	March 14, 2005	April 10, 2007	28
32.	78586294	3,163,953	M LOGO	March 14, 2005	October 24, 2006	28
33.	78587175	3,206,793	M LOGO	March 15, 2005	February 6, 2007	21
34.	78587931	3,228,649	M LOGO	March 15, 2005	April 10, 2007	28
35.	78591364		MAXIM MILLION DOLLAR BABIES	March 21, 2005		41
36.	78411700		IT'S BAD - REALLY, REALLY BAD!	April 30, 2004		16
37.	78411698		K-MAXX!	April 30, 2004		16
38.	75304377	2,165,852	THE BEST THING TO HAPPEN TO MEN SINCE WOMEN	June 9, 1997	June 16, 1998	16
39.	75169774	2,191,323	STUFF	September 23, 1996	September 22, 1998	16